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May 7, 2007

Beam Global Spirits & Wine, Inc.
510 Lake Cook Road
Deerfield, IL 60015
Attn: Thomas J. Flocco
President and CEO

RE: Beam Global's Commitment to Voluntary Principles

Dear Mr. Flocco:

Thank you for your letter of April 23, 2007, regarding Beam Global's announcement of Voluntary Principles establishing enhanced advertising and marketing placement practices designed to reduce exposure of persons under age 21 to promotional materials for Beam Global's products.

The undersigned State Attorneys General welcome Beam Global's commitment to place advertisements in broadcast, cable, radio, and print communications only when at least 75 percent of the audience is reasonably expected to be of legal drinking age, and to ensure that on average at least 85 percent of the audience for its annual suite of advertisements for each Beam Global brand in the respective medium is of legal drinking age. This means that Beam Global's ads will not appear in magazines or during television shows particularly popular with adolescents.

As you know, persons between the ages of 12 and 20 constitute approximately 15 percent of the U.S. population age 12 and above, and thus our position is that the alcohol industry should move to an 85 percent audience demographic threshold (based on a 12+ population) for the placement of alcohol advertisements. Therefore, Beam Global's commitment to these revised advertising placement policies represents a significant step forward in the ongoing effort to reduce underage drinking through limiting exposure of persons under age 21 to advertising for alcoholic beverages. As set forth in the landmark Institute of Medicine report, *Reducing Underage Drinking: A Collective Responsibility* (2003), moving as Beam Global has toward an 85 percent

standard for advertising placements is a useful improvement over the current alcoholic beverage industry practice, and demonstrates Beam Global's willingness to take a leading role in reducing underage exposure to alcohol advertising.

We applaud Beam Global's pledge not to introduce or market flavored malt beverages, products which appeal disproportionately to persons under age 21. We view this commitment as a meaningful and important step in combating underage drinking.

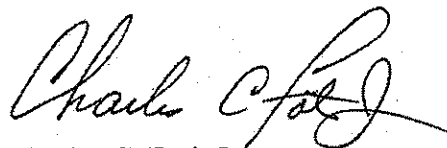
The Attorneys General recognize and commend Beam Global's leadership in stepping forward in this manner. We will call upon other members of the industry to follow Beam Global's lead and join in the effort to reduce underage drinking through reducing underage exposure to advertising for alcoholic beverages.

We look forward to working with Beam Global to address the important problem of underage drinking.

Very truly yours,



G. Steven Rowe
Attorney General of Maine



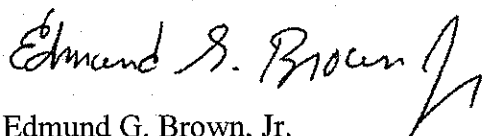
Charles C. Foti, Jr.
Attorney General of Louisiana



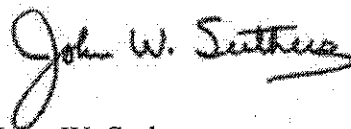
Talis J. Colberg
Attorney General of Alaska



Terry Goddard
Attorney General of Arizona



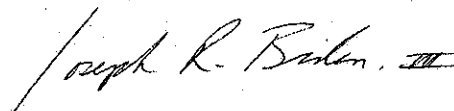
Edmund G. Brown, Jr.
Attorney General of California




John W. Suthers
Attorney General of Colorado




Richard Blumenthal
Attorney General of Connecticut




Joseph R. Biden III
Attorney General of Delaware




Linda Singer
Attorney General of the District of Columbia



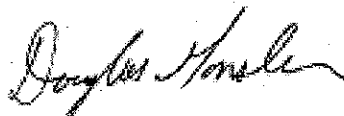
Mark J. Bennett
Attorney General of Hawaii



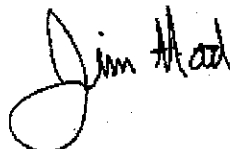
Lisa Madigan
Attorney General of Illinois




Paul Morrison
Attorney General of Kansas



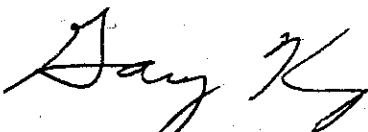
Douglas F. Gansler
Attorney General of Maryland



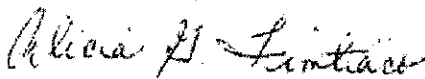
Jim Hood
Attorney General of Mississippi



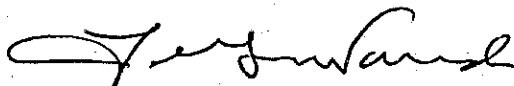
Catherine Cortez Masto
Attorney General of Nevada



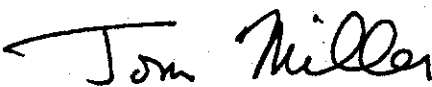
Gary K. King
Attorney General of New Mexico



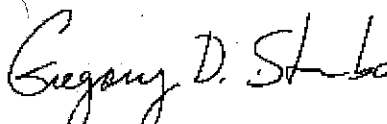
Alicia G. Limtiaco
Attorney General of Guam




Lawrence G. Wasden
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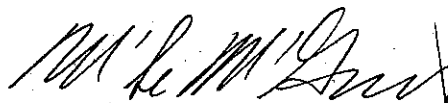
Tom Miller
Attorney General of Iowa



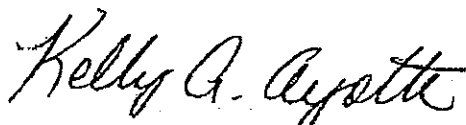
Gregory D. Stumbo
Attorney General of Kentucky



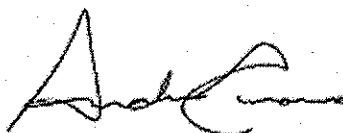
Mike Cox
Attorney General of Michigan



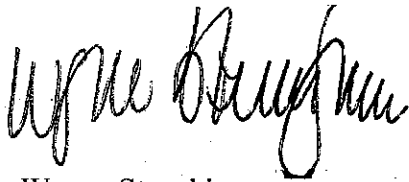
Mike McGrath
Attorney General of Montana



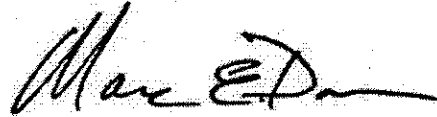
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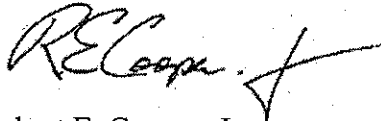
Hardy Myers
Attorney General of Oregon



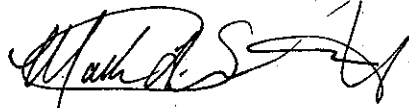
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Attorney General of Rhode Island



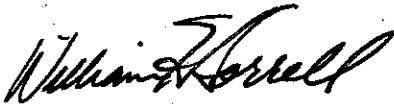
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Attorney General of South Carolina



Robert E. Cooper, Jr.
Attorney General of Tennessee



Mark Shurtleff
Attorney General of Utah



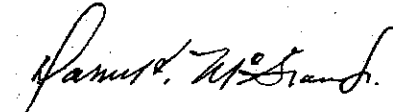
William H. Sorrell
Attorney General of Vermont



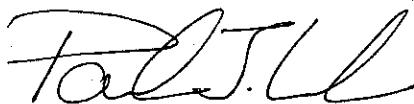
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Attorney General of Virginia



Rob McKenna
Attorney General of Washington



Darrel V. McGraw, Jr.
Attorney General of West Virginia



Patrick J. Crank
Attorney General of Wyoming